

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 AID-05 CEA-01 CIAE-00 EB-08 FRB-03
 INR-07 NSAE-00 CIEP-01 SP-02 STR-04 TRSE-00 LAB-04
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TO SECSTATE WASHDC 2403
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E.O. 11652: NA
TAGS: BEXP, BU
SUBJECT: INTERNATIONAL HARVESTER BEGINS SEARCH FOR BUSINESS IN
BULGARIA

REF: SOFIA 0325

1. INTERNATIONAL HARVESTER (IH) VICE PRESIDENT R.J. MCMENAMIN DESCRIBED HIS JUST COMPLETED TWO-DAY VISIT TO SOFIA AS VERY USEFUL AND AS GOOD START TOWARDS MORE IH ACTIVITY WITH BULGARIA.
2. MCMENAMIN WAS HERE PRIMARILY TO DISCUSS DETAILS OF BULGARIAN REQUEST FOR BID ON \$20 MILLION OF CRAWLER TRACTOR UNITS FOR USE IN ROAD CONSTRUCTION. IH IS APPARENTLY ONLY U.S. FIRM SO FAR INVITED TO BID BUT IS IN COMPETITION WITH FIAT ALLIS OF ITALY AND KOMATSU OF JAPAN. IH FEELS IT HAS GOOD COMPETITIVE POSITION BECAUSE OF RECENT SALES OF SIMILAR UNITS TO USSR.
3. DURING VISIT, IH REPS ALSO MET WITH DEPUTY MINISTER OF FOREIGN TRADE PETUR BASHIKAROV FOR DISCUSSION OF BROADER COMMERCIAL POSSIBILITIES. BASHIKAROV PROPOSED THAT

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GOB AND IH SIGN GENERAL COOPERATION AGREEMENT SIMILAR TO IH AGREEMENT WITH USSR. MCMENAMIN SAID HE FELT THAT THIS SUGGESTION WOULD BE RECEIVED WELL BY IH AND SOMETHING OF THIS TYPE SHOULD BE POSSIBLE IN NEAR FUTURE.

4. WITH REGARD TO UPCOMING BUSEC MEETING, MCMENAMIN SAID THAT HIS COMPANY WOULD HOPE TO PRIVATELY SPONSOR VISIT BY

MEMBERS OF GOB DELEGATION TO IH HEADQUARTERS AND PLANTS
IN CHICAGO (REFTEL). IH WILL WORK THIS OUT INDEPENDENTLY
WITH GOB AFTER DELEGATION LIST IS COMPLETE AND ITINERARY
IS KNOWN.
HERZ

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Message Attributes

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Channel Indicators: n/a
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Control Number: n/a
Copy: SINGLE
Sent Date: 17-Feb-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
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Disposition Date: 22 May 2009
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Disposition Reason:
Disposition Remarks:
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Format: TEL
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Handling Restrictions: n/a
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ISecure: 1
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Litigation Codes:
Litigation History:
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